1   We Claim:

2   1.   A method for optimizing Internet ad placement, comprising:

3   tracking L customers on the Internet for placement of ads to said customers;

4   selecting MA attributes to track for each customer to form a customer matrix

5   A_LMA of L customers and MA attributes;

6   providing N ads to serve to said customers;

7   forming an ad matrix of N ads and weights W_NMA for each of said MA

8   attributes;

9   estimating the probability of customer x clicking on ad i; and

10   serving the ad i to customer x that has the highest probability.

11

12

Add
All